

8-1-2019

## Meeting Minutes, August 2019

University of Mississippi. Library. Friends

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## I. Call to Order

A. Called to order at 10:04 by Dr. Ralph Vance

## II. Welcome and Introductions

A. Introduction of invited guest: Wayne Drinkwater

B. Introduction of pre-existing board members

C. FOL Chair Sarah Frances Hardy is regrettably absent due to the death of a close friend's spouse

## III. Approval of Agenda and Minutes

A. Move to accept minutes

1. Seconded

2. No discussion

3. Approved unanimously

## IV. Treasurer's Report: Tonya Flesher

A. Foundation balance is up

1. Balance is \$1,111,860, up approximately \$4000 from January

B. Donor count is up

1. 355 for FY 2019, up from 264 in calendar year 2018, 269 in 2017, and 132 in 2016

C. Memorial fund is up

1. Balance is \$3879, up from \$2531 as of 1/8/19

D. Program fund is steady (for events such as Conference for the Book)

1. Balance of \$1859.78 is identical to that from May 2018 and January 2019

E. University-held fund (for direct mailings, etc.)

1. Balance is \$61051.66, up about \$5000 from January 2019

F. Motion to accept report

1. Moved

2. Seconded

3. Discussion

a. The library already sends out a holiday mailing to current contributors.

However, sending mailings or Christmas cards to possible new ones may work in the future.

b. Direct mailings will be addressed in foundation report

4. Approved unanimously

## V. Foundation Report: Byron Liles

A. The library is still a round-up option in the Phone-A-Thon

B. Annual fund mailings should be Monday

C. Library should get a chance to do its own standalone solicitation piece in the future

D. Should we look for lists of former students of Dr. Pilkington and Noyce and target them for donations?

1. Anyone who took at least 2 classes from either would be a great target for "planned giving"

E. How has FOL been doing so well with donors?

1. There was a “full-scale, all-hands-on-deck” Giving Day this year through the Foundation
2. This allowed donors to be given a “menu” of donation options
3. This “set the table” for small \$10-25 gifts
4. There has also just been a renewal mailing

#### VI. Upcoming Library Events: Dr. Ralph Vance

- A. Current Faulkner Room exhibit will continue for a few months
- B. “Space: Explore the Final Frontier in the Archives” is the next Archives exhibit going up in January
- C. Archives head Jennifer Ford is on sabbatical this semester which means no brown bag lecture series during her absence
  1. Greg Johnson is interim director

#### VII. Report on Oxford Conference for the Book Events and Mississippi Book Festival sponsorship: Dr. Ralph Vance

- A. OCB featured a library lunch kickoff once again
  1. Presentation was “Torn from their Bindings” by the author
  2. FOL also cosponsored the Author Party
- B. FOL was also active at MBF in August 2019, including author events

#### IX. Discussion of FOL Membership: Dr. Ralph Vance

- A. Has Ralph Eubanks ever been invited as a board member, now that he is back in town?
- B. Membership renewals come out next month
  1. They will go to past givers
- C. Are there any other people/populations that could be reached out to?
  1. If we could think of other groups to target, deans and the foundation might have some ideas
- D. Approaching deans of various schools might be a good start
  1. Ideal way would be to ask face-to-face
- E. Personal letters direct mailed to possible FOL members is another possibility
  1. Being “personal” may be an important part of this in terms of personal appeals
- F. Possibility of venue changes
  1. The library is investigating the possibility of holding some library events in the SOC once the library reading room is open
- G. Faculty giving may also be a good idea
- H. Ignite Ole Miss campaign for new chairs in graduate carrels?
  1. Possibly push this as a graduation gift
- I. Reach out to Faulkner Conference attendees?
  1. Possibly other standing conferences like the OCB?
- J. Possibly reach out to English department, Accountancy school, and AICPA members
- K. Do we want to keep our current membership categories?
  1. Do we want to keep, expand, or rename “lifetime” membership tier?
  2. Do we want to alter or update marketing materials?
  3. Possibly a brainstorming meeting for library fundraising

- a. This was done in a public library fundraising meeting some time ago
4. Asking current library employees for ideas

## X. Report from Dean Cecilia Botero

### A. Programs

1. The Libraries expanded current staff roles to support increasing instruction and outreach needs. Throughout the year, 602 classes were taught to 12,813 attendees on the Oxford campus as well as DeSoto, Booneville, Grenada, and Tupelo campuses
2. The faculty and staff of the Department of Archives & Special Collections have taught a number of tailored presentations for University of Mississippi classes. Most of these presentations require advance work with the professor. Overall, there were over 30 sessions for over 500 UM students
3. Collectively library staff and faculty have answered 4,607 questions; and library faculty have provided 762 research consultations
4. Special Collections hosted over 15 brown bags and receptions for the campus and community. Approximately 613 people attended the series
5. IdeaLab has offered over 70 workshops, special events and class sessions
6. A “Science” themed photo contest provided three winning photographs now on display in the Science Library
7. During this soft launch period for the institutional repository (eGrove: <https://egrove.olemiss.edu/>) the library has added:
  - a. 13 Faculty Articles (open access + prepublication)
  - b. 3 Data Sets
  - c. 4 hosted Events/Conferences
  - d. 2 hosted open access journals and 1 open educational resource
  - e. 1166 Electronic Theses/Dissertations loaded
  - f. 64 Percent of our Legacy Digital Collections has been migrated
  - g. This includes past library exhibits

### B. Budget

1. The Provost fully covered our projected shortfall of \$580,000. The Provost Office is committed to working with the library to relieve the ongoing material budget shortfall
2. FOL funds use for ongoing purchases:

- a. HathiTrust
- b. Monograph purchasing

### C. Spaces

1. The Library is currently undertaking a renovation of the second floor, including the Baxter Room and the Pilkinton Room
2. The Library continues to see an increase in visitors with 1,438,966 visitors in fiscal year 2019

D. Virtual usage statistics

1. Over the course of this fiscal year 2018/2019, we have had 1,530,701 visitors to our website
2. Over the course of the calendar year 2018 we had 799,545 e-journal articles downloaded
3. Over the course of the calendar year 2018 we had 291,918 e-book chapters accessed

XI. New Business: Dr. Ralph Vance

A. Next meeting is in January 2020; no date has yet been set

1. Remember to consider the basketball schedule

B. Smaller business meeting(s) may occur in Fall semester

C. Mr. Drinkwater: “There are remarkable opportunities to tell the library story around the state.”

1. Interviews with library users?

XII. Adjourn

A. Meeting was adjourned at 11:20 by Dr. Ralph Vance